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ABSTRACT

This brief describes 14 national technical assistance organizations for work force and workplace literacy. Descriptions contain these types of information: specific areas of expertise, experience, or specialization; types of organizations with which it has worked; types of programs or services offered; geographic areas served; and clients. The name of a contact with address and telephone number is provided. These organizations are included: The HRD Department, Inc.; Performance Plus Literacy Consultants; The Center for Applied Linguistics; Center on Education and Training for Employment; Language Training Designs; Center for Remediation Design; Sylvan Learning Corporation; Educational Data Systems, Inc.; The Salem Company; Work, Achievement, Values, and Education; Merex Corporation; Interactive Knowledge, Inc.; Matrices Consultants, Inc.; and Frontier College. (YLB)

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BCEL
Business Council For Effective Literacy
1221 Avenue of the Americas, New York, N.Y. 10020
212-512-2415/2412

Brief

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Workforce & Workplace Literacy
No. 2 Rev. March 5, 1993

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National Technical Assistance Organizations

1. **The HRD Department, Inc.** HRD has been instrumental in developing nationally-known workplace programs at the Onan Corporation and Remmele Engineering, Inc. The group specializes in the "front-end" activities of establishing a program, such as assessing employee skills and specifying the scope and sequence of training efforts. HRD is experienced in helping managers determine long-range employee development strategies and resolving policy issues related to basic skills training.The group has an established track record of implementing complete job training systems involving skills that range from basic math to work teams to precision machining. It also works with businesses and education providers at the local level, provides motivational services to involve workers in skills training programs, and works with managers on logistical considerations such as ISO 9000 certification and new technologies and processes. HRD has worked extensively in the manufacturing, health-care, utility, and insurance industries as well as with several colleges and universities. The group has served clients in the U.S., United Kingdom, and France, including 3M, Caterpillar, Fortis Benefits Insurance, Group Health, Northern States Power, Ore-Ida Foods, and Thermo King Corporation. Among HRD's current clients is Remmele Engineering. Contact Susan Peterson or Brian Murphy, The HRD Department, Inc., PO Box 40035, St. Paul, MN 55104, (612) 690-5458 or (800) 642-1427.

2. **Performance Plus Literacy Consultants.** Performance Plus has worked extensively with large and small companies and labor organizations, as well as the military and public-sector groups. Founded by its executive director Jorie Philippi, Performance Plus has developed job-linked workplace literacy curriculum and tests for employees, dislocated workers, pre-employment trainees and educationally disadvantaged young adults. With a part-time staff of 15 spread around the country, it also conducts training and program evaluations. Among the special projects of Performance Plus are the industry-wide curriculum development effort of the American Institute of Banking (which Larry Mikulecky of Indiana University co-designed); evaluating the civilian version of a U.S. Army computer-assisted instructional program (JSEP) for the U.S. Department of Labor; working with the New York City Department of Employment and the Council of Jewish Organizations to train JTPA contractors as providers of function context basic skills training; training the U.S. Department of Education's National Workplace Literacy Grant recipients in worksite investigation and program evaluation techniques; evaluating the UAW/Ford National Education, Training and Development Center's jointly-funded job-linked Math Enrichment program; and together with community colleges, vocational schools, and state governments, helping to assess the basic skills needs of industries and trades in Mississippi, South Carolina, and Arkansas. Performance Plus operates a regular program of workshops and seminars based on its manual, *Literacy At Work: the Workbook for Program Developers.* Contact Ms. Philippi at PPLC, 7869 Godolphin Drive, Springfield, VA 22153, (703) 455-1735. (The manual is available from Simon & Schuster Workplace Resources, 15 Columbus Circle, 34th Floor, New York, NY 10023, 800-223-2336.)

3. **The Center for Applied Linguistics** (CAL). CAL has extensive experience in both large and small business settings. CAL worked with the UAW/GM Human Resource Center to develop *Skills 2000,* a videodisc showing emerging workplace literacy requirements through on-the-job simulations. CAL has also worked with Crestar Bank, Vinnell

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Corporation, departments of federal government, the District of Columbia, and international organizations. The group specializes in programs for refugee and immigrant groups, and operates the National (ESL) Clearinghouse on Literacy Education. CAL is a nonprofit organization and has worked broadly in the field of language and literacy for more than 30 years. Contact Marilyn Gillespie, Center for Applied Linguistics, 1118 22nd Street NW, Washington, DC 20037, (202) 429-9292.

4. **Center On Education & Training for Employment** (CETE). CETE has developed programs for corporations and for schools, colleges, and government-assisted employment training programs. The Center recently developed a workplace skillls program in partnership with a major auto maker and is currently working with a construction trades council on a program for carpenters, electricians, and sheet metal workers. CETE offers planning, curriculum development, and evaluation services as well as customized workshops, including one recently on apprentice needs in reading and math for trainers in the sheet metal and air conditioning industry. The Center offers training in DACUM job analysis and DELTA (DACUM Enhanced Literacy Task Analysis), which it developed specifically for workplace literacy needs. Contact Sandra Pritz, Center on Education & Training for Employment, Ohio State University, 1900 Kenny Road, Columbus, OH 43210, (614) 292-4353.

5. **Language Training Designs (LTD).** LTD was established in April 1989 by Anne Lomperis, a specialist in corporate language training programs. LTD's training focuses on English and native language literacy. Training is provided to such groups as universities, school districts, state departments of education, regional educational service centers, publishing companies, and individual workplace consultants. LTD has worked with hotels, cruise lines, and health care groups; manufacturing firms; primary industries in oil exploration/production, agriculture, forestries, fisheries, and water sanitation; and government services. Recent U.S. clients have been the California Transportation Department and GTE Directories Press. Current international clients include Occidental International Exploration & Production Company. Ms. Lomperis can be reached at Language Training Designs, 5006 White Flint Drive, Kensington, MD 20895-1035, (301) 929-8540..

6. **Center for Remediation Design**. The Center is a project of the U.S. Conference of Mayors, National Association of Private Industry Councils, National Association of Counties, and the Partnership for Training and Employment Careers. In addition to designing workforce literacy programs (with emphasis on public systems), it has held regional training institutes for policymakers, program providers, and corporate managers focused on strategies for attacking basic skills deficiencies among at-risk youth and adults through JTPA programs and JOBS. The Center has developed labor-market validated assessment tools and curriculum guides—which contain competencies and learning goals—that can be applied in both general and workforce settings and that have generic utility in a wide variety of occupations. Current clinets include Savannah Youth Futures Authority (for the Savannah Compact), North Central Indiana Private Industry Council, and the Brooklyn School District in Brooklyn, Connecticut. Contact Lori Strumpf, Center for Remediation Design, 1133 15th Street NW, Suite 1200, Washington, DC 20005, (202) 872-0776.

7. **Sylvan Learning Corporation**, founded in 1978, is a network of some 500 learning centers which provide remedial education services to schools, businesses, correctional institutions, welfare recipients, and others. Its adult programs are offered through its National Accounts Division with input from an advisory board chaired by former Secretary of Education Terrel Bell. Sylvan moved into the design and operation of work-site basic skills and high school diploma programs a few years ago. Its "Sylvan-at-Work" program has been developed to provide employers with a workplace review that identifies the skill levels needed to perform job functions, followed by a specific customized program that blends the identified workplace needs with the needs of individual employees. The program has been successfully implemented at Motorola, Texas Instruments, Martin-Marietta, U.S. Steel, and General Motors. Contact David Marshall, Director, National Accounts, Sylvan Learning Systems, 4101 W. Green Oaks Boulevard, Arlington, TX 76016, (817) 572-6211.

8. **Educational Data Systems, Inc.**. EDSI was founded in 1979 to develop job training programs for manufacturers and displaced workers. Five years ago the firm adopted workplace literacy as a specific area of technical assistance. It has since been designing functional-context basic skills programs for employers and state agencies concerned with worker skills upgrading. It has also been training company personnel in how to develop and operate such programs themselves. For example, for the Indiana Job Training Association, EDS

has trained some 100 people at 15 different sites in how to conduct literacy audits and assessment and develop curriculum. It has done workplace literacy audits for some 25 California companies, in cooperation with the State Education Department. Other recent clients include Apple Computer, the Michigan State Department of Adult Learning, the California Rapid Transit District, the Indiana Commission on Vocational and Technical Education, and Domino's Pizza. EDSI has developed manuals and related materials to help companies identify internal workplace literacy problems and develop a program from initial analysis through final evaluation. [Note: EDSI has developed a workplace literacy skills program training manual called *Occupational Analysis for Workforce Development.*] Contact Dennis Guzik, National Marketing Manager, Educational Data Systems, One Parklane Boulevard, Suite 701 West, Dearborn, Michigan 48126, (313) 271-2660.

9. **The Salem Company**. The Salem Company was founded in 1991 with a focus on developing job-related skills assessments, skills-based training and evaluation processes required by quality initiatives, workplace modernization, and workplace re-engineering efforts as well as basic skills deficiencies in small, medium, and large companies. Salem also provides Train-the-Trainer courses on conducting job literacy task analyses, development and delivery of job-based assessment and development of job-based workplace education programs. Additionally, the group provides workplace literacy policy consulting services to governmental and nonprofit organizations. Karl Haigler, Salem's president, was former literacy advisor to the Governor of Mississippi and former Director of Adult Education and Literacy at the U.S. Department of Education. Salem serves customers in the distribution, retail, manufacturing, financial services, and health services industries. Recent clients include Hoechst Celanese Corporation, University of North Carolina Hospitals, Eaton Corporation, National Gypsum/Gold Bond Building Products, the National Governors' Association, Educational Testing Service, and the Southern Governors' Association. Contact Karl Haigler, President, The Salem Company, 214 N. Church Street, Suite 220, Charlotte, NC 28202, (704) 375-8200.

10. **Work, Achievement, Values & Education** (WAVE). Formerly known as the 70001 Training and Employment Institute, WAVE is a national nonprofit organization established in 1969. Through a national network of community-based programs, in which "dropout recovery" services are provided, it offers young adults training in basic skills and employability skills. It also has experience in providing work-based basic skills and employability training for small businesses. With funding from the U.S. Department of Labor and in cooperation with the National Federation of Independent Business, in 1989 WAVE surveyed the basic skills attitudes, practices, and investments of some 16,000 small businesses. Then, based on the survey results, through mid-1991 it carried out a national demonstration project involving small businesses in the childcare, printing and publishing, and auto repair and service industries. Working with and through professional and trade associations, it conducted job task analyses in a sampling of small businesses in each industry, assessed employee skills needs, and otherwise helped the associations plan for suitable programs of instruction. In one case, childcare, it also developed and implemented the actual employee program. Contact Donna Sizemore, Vice President of Communications, WAVE, 501 School Street SW, Suite 600, Washington, DC 20024-2754, (202) 484-0103.

11. **The Merex Corporation**. Merex has been designing basic skills courses and other productivity programs for high-tech manufacturing since 1988. The organization's "information processing approach" combines training in basic reading, writing, and math skills with critical and creative thinking and problem solving skills. Its basic skills curricula are tailored to clients' needs and workplace materials are used for relevancy. Merex also provides technical writing services, either rewriting job specifications and other materials to make them easier for workers to use, or training company personnel to write more accessible job materials themselves. The company also offers *Workplace Interaction Program*, a skills-based program designed to build interpersonal communications, effective teams, support for workforce diversity, and personal responsibility. Another of its programs is *Needs Assessment* (which assesses basic skills, job tasks, reliability and accuracy of technical documentation, and organizational culture). Its past and current clients include Motorola, Texas Instruments, Intel Corporation, Read-Rite, National Semiconductor, and Los Alamos National Labs. Merex has published a report on the program it designed for Motorola, called *Closing the Skills Gap: Impact of a Workplace Literacy Program*. Contact Carlee Cardwell, Merex Corporation, 140 South Ash Avenue, Tempe, AZ 85281, 602-921-7077.

12. **Interactive Knowledge, Inc.** Interactive creates customized courseware to teach job-related basic skills, including reading, technical and non-technical vocabulary, math and critical thinking skills. The company was founded in 1991 by the team of people responsible for developing Central Piedmont Community College's nationally-recognized computer-based adult literacy programs. Interactive Knowledge has developed a multimedia model, called *The I KNOW Approach to Workplace Literacy*, that can be used to create effective workplace literacy programs using any job or industry specific information. The company's clients include a partnership formed by the Sara Lee Corporation and North Carolina State University to improve the basic skills of employees in Sara Lee's Knit Products Division; the Mecklenburg County JOBS program; the Lynchburg City Schools' Dropout Recovery Program; Apple Computer; The Charlotte Spine Center; and the North Carolina Community College System. [Note: In addition to custom-designed software, Interactive has developed several off-the-shelf computer-based programs.] Contact Tim Songer, President, Interactive Knowledge, Inc., PO Box 560865, Charlotte, NC 28256, 704-344-0055.

13. **Matrices Consultants, Inc.** Matrices is a management and human resources consulting firm which specializes in developing "information-processing skills" for all levels of employment. The group documents the literacy, thinking and meta-cognitive skills needed in any job positions, and can develop customized training programs, train instructors to implement those programs, and provide support and evaluation services during program implementation. Matrices also provides Train-the-Trainer seminars to help companies develop their own internal capacity. Among the group's recent clients are Empire Blue/Cross Blue Shield, the Associate Staffing and Training Department of American Express Company, and National Westminster Bank Group. Matrices has also worked with other service industries and with manufacturing. Contact Barbara Beckelman, Director of Operations, Matrices Consultants, Inc., 136 Commercial Street, Portland, ME 04101-4744, (207) 828-5151.

14. **Frontier College** (Canada). Frontier College is a national literacy organization and Canada's oldest adult learning center. Among its services is the "Learning in the Workplace" project which offers training, materials, and consultation. In the past five years, the project has worked with several Canadian companies, community colleges, boards of education, and workplace literacy trainers. Contact Learning in the Workplace, Frontier College, 35 Jackes Avenue, Toronto, Ontario, Canada, M4T 1E2, (416) 923-3591.

Copies of this Brief are available from BCEL for $5.00 each prepaid.